PENDING CLAIMS

1.   (Canceled)

2.   (Withdrawn) The method according to claim 10 wherein said user attention comprises user interaction with active graphical elements of said object.

3.   (Withdrawn) The method according to claim 10 wherein said user attention comprises moving said object to a desktop.

4.   (Withdrawn) The method according to claim 3 wherein said object on a desktop remains in communication with a server and is able to receive data from said server for updating said advertising message.

5.   (Withdrawn) The method according to claim 3 wherein said object on a desktop provides a desired functionality to a user.

6.   (Canceled)

7.   (Previously Presented)   The method according to claim 11 wherein said at least one function provided as part of said object includes electronic messaging with said business contact.

8.   (Previously Presented)   The method according to claim 11 wherein said object can be relocated to a desktop.

9.   (Previously Presented)   The method according to claim 8 wherein said object on a desktop remains in communication with a server and is able to receive data from said server for updating messages, servers, or links associated with said object.

10.   (Withdrawn) A method of providing interactive targeted advertising comprising:

providing an interactive graphic object comprising application logic and an advertising message;

providing, as part of said application logic of said interactive graphic object, tracking logic configured to track and measure user attention to said interactive graphic object;

transmitting measurements of said user attention to a server; and

at said server, determining a charge to an advertiser based on a measurement of user attention.

11.   (Previously Presented)   A method of providing interactive bi-directional connections between a business contact and a client comprising:

providing to a client a persistent interactive graphic object configured to establish an interactive, bi-directional connection between said client and a business contact;

providing, as part of said graphic object, at least one function that can be performed by said client; and

transmitting information from said business contact to said persistent interactive graphic object.